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## Services and Prices

**PrintRoom.com – The Best Place to Print and Share Your Digital Photos**

### Features:

- Direct digital photo finishing.
- Real photos on real photo paper at really low prices.
- You don't have to be a member to order prints from your images.
- You don't have to be a member to order prints from online albums.
- Free online albums to keep and share your images (you have to become a member to get this feature).
- Amazingly easy to use.
- No additional software needed – use your regular browser.
- Free membership

### Membership benefits:

- It is free with free online albums and guest books.
- Share your images with your friends and family. They can also order their own photos of the images in your albums.
- Use your own guest book to discuss with your friends and family members all kinds of issues – whether they are related to your photos or not.
- Assign your albums to a category to share with like-minded people all over the world.
- Host your images for online auctions like eBay and Amazon.com.
- No limit on the number of photos.
- No limit on the number of albums. We will recycle the albums that have not been accessed for a period of over 6 months.
- Optional password protection for each individual album.
- Member's discounts on photo finishing services.
- More features added all the time.

### Photo Finishing Prices

	Non-members	Members
On-line albums and guest books	NA	Free
Wallets (4)	\$1.65	\$1.45
4 x 6 prints	\$0.45 each	\$0.39 each

5 x 7 prints	\$1.95 each	\$1.75 each
8 x 10 prints	\$4.45 each	\$3.95 each
*All print orders are subject to \$5.00 minimum		



We accept VISA, Master Card and American Express credit cards.

We use a secure server for all purchase transactions

Your photo order will be shipped in 3 business days or less.

#### Shipping and Handling Fees (US and Puerto Rico)

First class mail (order up to \$20.00)	\$2.95 per order
First class mail (order over \$20.00)	\$3.95 per order
Priority mail (any size order)	\$4.95 per order
Express mail (any size order)	\$15.95 per order

#### Shipping and Handling Fees (outside US)

	Canada	Other countries
International air mail (order up to \$10.00)	\$2.95	\$5.95 per order
International air mail (order \$10.01- \$20.00)	\$3.95	\$9.95 per order
Fee for each additional \$10 or a fraction over \$20	\$1.00	\$3.00

#### WARRANTY

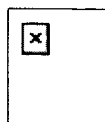
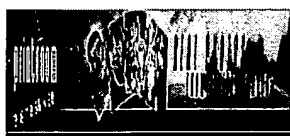
Every item sold by PrintRoom.com comes with a 100% satisfaction guarantee. If, within the first 30 days, you are unsatisfied with your purchase, you can return it to us for a full refund of the price of the item.

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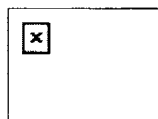
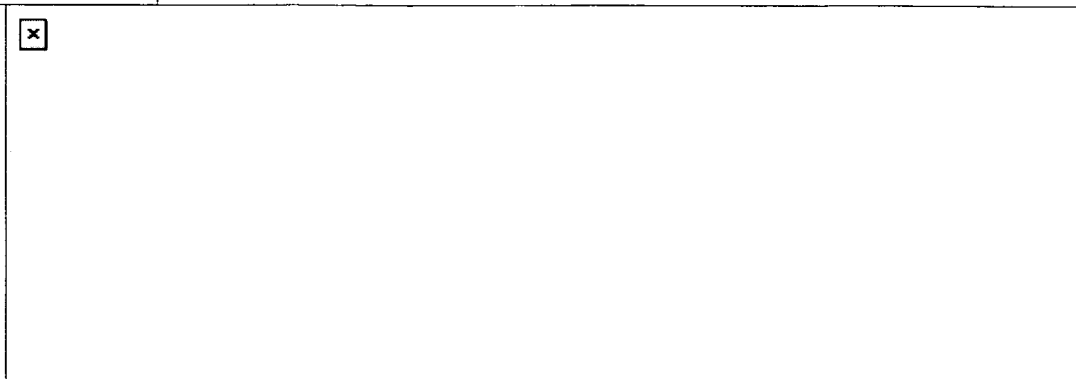
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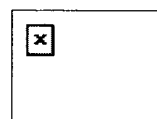


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## Upload Images



Specify the number of images you want to upload:

1

Click "**Browse**" to select the images (.JPG files only).

Image file 1:

**Browse...**

Depending on the speed of your internet connection and file size, the upload **may take several minutes per image** (see [FAQ](#)). Please be patient – the new thumbnails will appear only when **all** the files are uploaded.

**Send Images**

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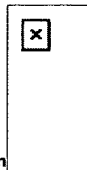
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**Printroom.com**

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in

Cart



Home

Create  
DVDFind  
PicturesJoin  
Now[About Us](#)**About Printroom.com**[How Printroom Works](#)

Printroom.com was formed in April 1999 to provide online photo-finishing services to the rapidly expanding digital photography market. We are a comprehensive service that allows digital photographers to get high-quality photographic prints of their digital images, which are processed in Printroom's own lab using the latest silver-halide digital printing technology and photographic paper.

[How DVD PhotoShow Works](#)[How Photo Pass Works](#)

We've created Printroom.com to make the digital photography process simple and fun. You can easily upload photos to the Printroom.com website, create on-line photo albums to share with friends and family, order high-quality, lasting prints on REAL photographic paper from your digital images, and have them delivered right to your door.

[Contact Us](#)[Member Benefits](#)

Printroom also offers free memberships, which entitle members to unlimited online albums (public or password-protected), guest books, photo finishing discounts and more. With online photo albums, members can invite friends and family to view these albums anywhere in the world and purchase quality photos of their own.

[Professional Benefits](#)[Help / FAQs](#)

We welcome all your suggestions and questions at [support@printroom.com](mailto:support@printroom.com).

[Prices and Shipping](#)**Contact Information**[Pro FAQs](#)

Our main office is in Fremont, California, in the heart of Silicon Valley at:

Printroom.com  
47421 Bayside Parkway  
Fremont, Ca 94538

Phone: 510.580.3682  
Fax: 510.580.1893  
Email: [support@printroom.com](mailto:support@printroom.com)

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Digital Photography  
**NOT DEALS!**

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**Printroom.com**

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Home

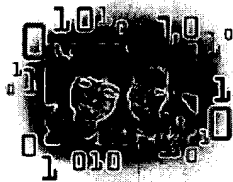
Create  
DVDFind  
PicturesJoin  
Now

## How Printroom.com works

### About Us

[How Printroom Works](#)[How DVD PhotoShow Works](#)[How Photo Pass Works](#)[Contact Us](#)[Member Benefits](#)[Professional Benefits](#)[Help / FAQs](#)[Prices and Shipping](#)[Pro FAQs](#)

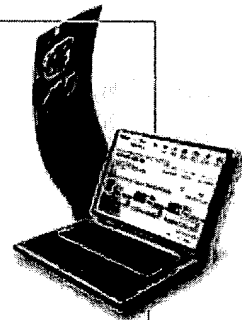
### Step 1: It All Starts with Your Digital Images



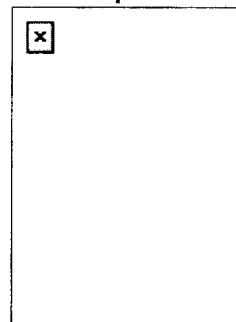
**Got a digital camera?** Printroom.com lets you store your images in an on-line photo album and you can order real archival-quality prints, which are delivered direct, to your door in just a few days. It's fast, easy, and fun!

### Step 2: Upload Your Images to Printroom.com

**At Printroom.com, uploading your digital images is now easier than ever.** With our **Drag-and-Drop Uploader**, you can drag image files from Windows Explorer and drop them directly into our Plug-In window for Netscape and Internet Explorer. You can also upload images using Shoot and Share **OR** our Standard Browser Upload feature.



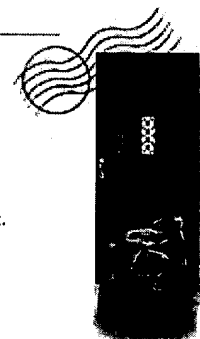
### http:// Step 3: Create and Share On-Line Albums



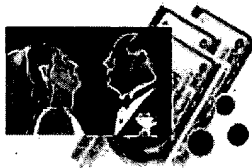
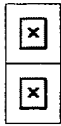
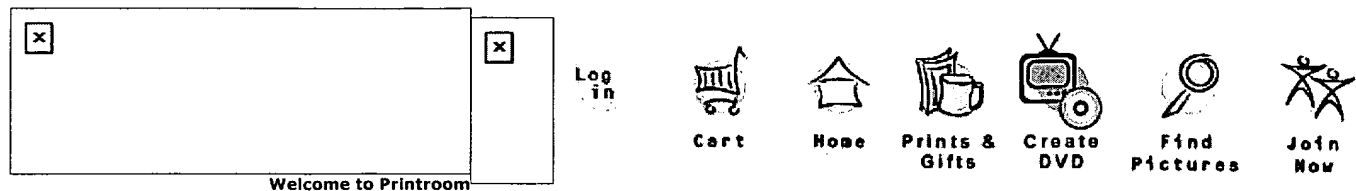
**What better way to share your photos with friends and family than in an on-line photo album?** Choose from a private (secured) album, or share your images with the world. There are no membership fees or dues of any kind and no limit to the number of albums you can create. On-line albums are a members' service, so you must first register your user ID and password information. On-line albums are a great way to include everyone in on the fun and enjoyment of your photographic works, with NO expense whatsoever to you.

### Step 4: Get Real Photos Delivered Direct to Your Door

Simply click on the shopping basket icon on any page of our site, and follow the **step-by-step instructions**. You can order just the sizes and quantities you want. You'll be automatically prompted for shipping and billing information. Then, your beautiful archival-quality prints are delivered in just a few days to the destination of your choice, ready for framing!

[order status](#) [about us](#) [contact us](#) [help / faq](#) [privacy policy](#) [services & prices](#)**Digital Photography  
HOT DEALS!**

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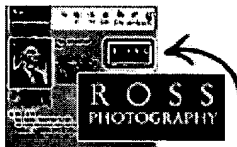
### Increase Business Exposure and Sell More Photographs!

With a Printroom Professional Account, you are no longer subject to time and physical constraints. Whether you are photographers shooting sports, pageants, parties, weddings, portraits, schools, nature, corporate, or other social events, or artists working on your fine art prints, now you can sell your images online 24 hours a day 7 days a week to customers living thousand miles away. What's more is you do not even have to handle a single bit of order fulfillment.



### Focus On What You Do Best - Taking Photographs!

Imagine how many more assignments you can take up, if you do not have to deal with fulfillment and customer support. As professional photographer/artist, your time is better spent on taking photographs, and let Printroom fulfill the orders for you. All you have to do is shoot and upload your full-size digital images (JPEG only). Printroom will then take care of the rest. No more wasting time managing proofs, processing, delivering orders, and handling customer service!



### It Is Your Store - You Have The Full Control!

You can customize your very own 24-hour online Studio using your own business logo and portfolio of images, create multiple galleries within the Studio, choose which products or print sizes to offer for purchase by your customers, set your own price for each product and print size in each gallery, open galleries for public access or assign password for private galleries, and determine how many photos and how long you want to make available for viewing and purchase by customers!



### Quality & Service For Your Customers

Imagine how pleasant life would be, if you do not have to handle customer support, and at the same time know that your customers are well taken care of both before and after sales. Printroom develops and delivers only the highest-quality prints, greeting cards, gifts, or DVD PhotoShow of your images to your customers. Our hallmark customer service and 100%-satisfaction-guarantee return policy assure you that your customers will be pleased with what they get.

## How Professional Accounts Work



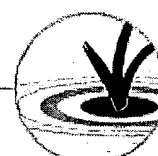
**Step 1**  
Signup for a Printroom Professional Account



**Step 2**  
Use your company logo and images to customize your studio homepage at [www.printroom.com/pro/yourcompanyname](http://www.printroom.com/pro/yourcompanyname)



**Step 3**  
Create a custom gallery, select and set prices for prints and products offered



**Step 4**  
Upload full-size JPEG images to your gallery



**Step 5**  
Give customers your internet address ([www.printroom.com/pro/yourcompanyname](http://www.printroom.com/pro/yourcompanyname)) so they can view and order photographs

## Professional Studio Features:

- Personalized Studio home page with your own business logo from a variety of templates.

- 300 MB of online storage space to host multiple galleries within each studio **with no time limit** for image display in each gallery and **no charge per image upload, event or gallery display**. Your gallery will display 36 images per page, and there is **no limit on the number of pages or the number of images** per gallery.
- Extra storage space only costs \$20 per 100 MB and it is a one-time fee. With good storage management, you will be able to recycle your storage usage in a cost-effective manner.
- **Special offer!** If you purchase 500 MB or more of additional storage space, we will **match your purchase** by adding into your account the same amount of the purchased space. Please call or email to us to arrange for this special offer.
- **New! For High Volume Professionals:** If your business deals with high volume shooting, we have an answer for you. Our Pro Studio Manager™ (PSM) Software allows you to upload thumbnail files **for quick upload and storage saving**. You then can mail your full-file images in CDs to us for print fulfillment of your customer orders. Please email or call for details.
- **Dual-Platform Uploading Tools** - our Drag & Drop Plug-In and Standard Browser Upload are web-based application. Both **PC and Mac\*** users who have internet connection can use these image upload tools. Drag & Drop allows you to upload **up to 252 images at a time**.  
\*Please click [Pro FAQ](#) to check on Mac compatibility on Drag & Drop.
- **Special! Free CD upload for Professional members** - for those who do not have high-speed internet access, mail us your JPEG files on CD, and we will upload them for free.
- Ability to choose **print sizes and products** to offer, and to set **your own price** for each print size and product offered. In addition, you have the flexibility to set **different prices for the same print size or product offered in different galleries**.
- Ability to offer **promotions or volume discounts** to customers. You can **design your own promotion campaigns** such as "Get 20% discount when purchasing \$100 or more" or "Buy one 8x12 and get one 4x6 free". (available 1st Quarter 2003)
- Ability to bundle different print sizes and/or gifts into Packages and to set **your own package pricing**. You can combine **up to 3 different print sizes/products** of your choosing and make available **up to 5 different packages** for your customers to choose from.
- Ability to offer **free print redemption to customers** and ability to **pre-sell photos at an event** for online redemption by customers using Printroom's Photo Pass. Each with unique redemption code, Photo Pass™ serves as a coupon that you or event organizer can give or pre-sell to customers at an event. It is an ideal tool to **secure upfront profit** with upsale potential when customers redeem photos.
- **Security** - Printroom offers the highest protection for your copyrighted images:
  - Only low-resolution thumbnails or watermarked medium-size files are displayed to your customers. Only you have access to your full-file images (when log-in as account owner).\*
  - Full-size images are stored in Printroom's secure server and are only used to print photos.
  - Anti-right click and anti-screen print protection against image downloads and prints.
 \*The cookie technology that we use enables us to recognize you as account owner even after you log out, so if you visit your Pro Studio as a guest using the same computer, you will still be able to have access to your full-file images. You can erase the cookie by refreshing your browser.
- Ability to create **password-protected galleries** to accommodate private functions.
- **New!** In addition to credit cards (Visa, Master, and American Express), Printroom now accepts **personal check and money order** for payment in order to help expand your sales to broader groups of customers.
- **Online sales reports** show business transactions in real time. You can access your online account 24 hours a day to check your sale summary report, as well as the detailed names and shipping addresses of your customers. Sale is recorded and the online report is updated upon the shipment of each order.
- You have an ability to create **multiple email lists** of potential customers in each event for use to directly inform them of your galleries when ready for viewing.
- When viewing the gallery, your customers can leave you a message in guestbook and also have the ability **to send the link address** directly from within the gallery to friends and family to stimulate additional interest.

#### Prints and Products Available:

- A variety of Print sizes to choose from - Wallets, 3.5x5, 4x6, 4x8 (for panoramic images or customized greeting cards), 5x7, 8x10, 8x12, 11x14, 16x20 and 20x30, **glossy or matte**.
- Photo Greeting Cards and Photo Calendars with holiday seasons/special occasions and customized messages. Please click [Cards & Calendars](#) for details.
- A variety of Gift Items to offer - T-shirts, Coffee Mugs, Mouse Pad, Puzzle, Coaster Set, Desk Clock, Refrigerator Magnet, Key Tag, and Luggage Tag. Please click [Gifts](#) for details.
- Proof sheets/contact sheets (for your own order only) - Ideal for wedding and other functions that require paper proof, available in three sizes i.e. single image on 4"x6", 8 images on 8 1/2"x11" and 24 images on 8 1/2"x11" glossy or matte paper.
- DVD PhotoShow - an ideal tool to capture a memorable event that has a story to tell, such as wedding, pageant contest, school or family reunion, graduation, sports team highlight, etc. Now you can order DVD PhotoShow for your clients and it will soon be available for offering through your online studio. Please click [How DVD PhotoShow Works](#) for details.
- Photo prints and greeting cards are developed using **premium silver halide** process on the highest archival-quality paper. Gift items are made of first-grade materials using high-quality dye sublimation process. DVD PhotoShow is recorded on professional-grade media to ensure high level of compatibility among the DVD players in the markets.
- Our credentials include being the official online photo finisher for leading photographers and organizations such as [Miss](#)



America Organization as well as seven state pageanties.

### Total Workflow Solutions™ for Professional Photographers/Artists:

Printroom has adopted the Total Workflow Solutions™ approach to help you maximize your sale potential while spending no time on order taking and fulfillment, and customer support. From at-event photo sales to after-sale customer service, Printroom has solutions for you.

- **All e-commerce, transaction fulfillment, and customer service handled by Printroom.**
  - taking orders online from your customers;
  - handling customers' credit card authorization as well as check or money order payments;
  - making prints (greeting cards, calendars, or gifts; if offered);
  - mailing orders to customers; and
  - providing full after-sale customer support and resolving all customer issues, if any.
- **One-on-one Service:** At Printroom, we realize that working closely with our Pro members are the key to our Pro success. Our policy is that we do not adjust\* the print output offered on Pro Studio by our pro members. As we assume that our Pros know best what they want their prints to be like, we will print the images as they are. However, we also offer one-on-one feedback service for our pros to adjust their image files to suit our color space in order to make sure that the print output sold by our Pro members is of the highest quality.  
\*The easy way adopted by most consumer labs is to apply Auto-correct algorithm to enhance image quality. What Auto-correct does is sharpening the image and making it more contrasty, and this simple algorithm generally works well with consumers. However, the drawback is Auto-correct will diminish the image details, particularly details in dark shade. Although we do offer Auto-correct as an option to our consumer orders, image enhancement by Auto-correct is not recommended for our Pro members.
- **All you have to do are shoot & upload pictures** and Printroom will do the rest for you. You can now relax and wait for your paycheck at home. You will receive your sale proceeds less charges (print/product costs plus commission and payment processing fees) once a month by mail. We will mail your current month's paycheck on the 15th of the following month.
- In addition to after-event online photo sale, you can also **sell photos at the event** using Printroom's Photo Pass™. Photo Pass enables you to secure sales and profits upfront without spending time on order taking and fulfillment. It can also be used as a tool to secure event shooting assignment or to entice customers. Please refer to How Photo Pass Works.
- Below are "To Do" list to promote your online business:
  - If you have your own website, provide a link from your website to your online Pro Studio.
  - In the event, put up a big banner with your Pro Studio's internet (URL) address.
  - Give out business card or brochure that contains your Pro Studio's URL address.
  - If you use Photo Pass, it will contain your URL address for customers to redeem photos.
  - If applicable, ask event emcee to inform the audience of your online Studio and address.
- **Search function is also available** to help your customers who might have lost your URL address to locate your online galleries through Printroom homepage. Customers can search by photographer name/UserID, gallery name, or event date.

### Special Offer!

- Sign up now and get a free DVD PhotoShow demo as well as a coupon code to make your own DVD PhotoShow for up to 150 images **free (\$49.95 value)**! This special offer allows you to use your own images to make DVD PhotoShow for your own use or for showing to customers. This new product may prove to be one of the greatest products you ever offer.

### Professional Studio Pricing & Profit Calculation:

- **Annual Membership Fee:** \$99.00 payable upfront with 30-day money back guarantee. If the annual sales for the current year exceeds \$3,000, the fee is waived for the following year.
- **Transaction Fee:** 13% of total sales; not charged on taxes, and shipping and handling fees. There is also 3% payment processing fee (credit cards, checks or money orders.)
- **Order Fulfillment Costs:** You pay standard Printroom.com prices for prints, greeting cards, and/or gifts that are ordered through online pro studio by customers and fulfilled by Printroom. Please click Pricing for detailed information.
- **Shipping & Handling Charges:** Our standard shipping & handling charge is borne by your customers. Please refer to S&H Pricing for the schedule of charges.
- **Additional Storage Space:** \$20 per 100 MB - one time fee (you only pay once and have the additional storage space for as long as you remain a member.) If purchase 500 MB or more of additional storage space Please email or call for special offer on matching storage.
- No limit for how long a gallery can be displayed, no per event/gallery charge, and no other hidden cost or fee. Our sale-based commission means you pay us nothing, if you do not sell.
- **Numerical example of your profit per print:** Assuming that you price your 5"x7" print at \$10\*, your cost will be \$0.99 (your print cost) + \$1.60 (13% transaction and 3% payment processing fees) = \$2.59. You will then make \$7.41 profit (\$10 - \$2.59) per print sold.  
\* Please note that the \$10 pricing for 5"x7" is for illustration purpose only. Prices set by photographers vary and should reflect the demand and supply conditions of your markets.

For additional information please contact us at 510-580-3683 or by email at [prostudio@printroom.com](mailto:prostudio@printroom.com).

Here are several links to real Studio Home pages:

<http://web.archive.org/web/20030410072402/http://www.printroom.com/misscalifornia>  
<http://web.archive.org/web/20030410072402/http://www.printroom.com/pro/cephoto>  
<http://web.archive.org/web/20030410072402/http://www.printroom.com/pro/davidramagephotography>  
<http://web.archive.org/web/20030410072402/http://www.printroom.com/pro/robertoliver>  
<http://web.archive.org/web/20030410072402/http://www.printroom.com/pro/bjray>

To set-up your account and start selling photographs now

[Sign Up For a Pro Account](#)

If you already have a Printroom account and want to  
upgrade to a Printroom Professional

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Digital Photography

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